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Healthy Concept Plan for New Estate



Private developer Johnson Property Group appointed theprpartnership to manage media relations and announce its plans to redevelop the San Hospital into a \$1 billion live/work community known as Wahroonga Estate.

Wahroonga Estate is set to revolutionise live/work communities in Australia and will pioneer several innovative concepts including a funded car share scheme – simultaneously eradicating the need for residents to own and maintain cars, reducing traffic congestion and providing obvious environmental benefits.

Johnson Property Group will develop Wahroonga Estate in joint venture with Seventh-day Adventist Church in the South Pacific.

The proposal outlines plans to redevelop the 66 hectare site that will include boosting the hospital size by 28,000 square metres, providing 627 new residential dwellings for key healthcare workers and a further 105 beds in hostel-style accommodation for students and the aged, creating a new 2,000 square metre retail precinct, relocating the existing school and expanding Sydney Adventist Church facilities by 1,600 square metres.

Our role included drafting Q & A documents and media kits, coordinating a media briefing and liaising with local media regarding the exhibition of the Concept Plan.

We were also responsible for drafting a newsletter that was distributed to the community.

Substantial local media exposure was generated as a result of our efforts with positive 'page one' coverage in *The Hornsby Advocate*.



Welcome to
theprpartnership's
quarterly electronic
newsletter, our way of
keeping in contact
with you and
showcasing some of
our recent activities.

In this issue we profile our role in announcing the redevelopment of The San Hospital at Wahroonga, publicise the upcoming Property Industry Foundation Charity Ball and outline our work in drafting award submissions for prestigious industry awards. We also announce our appointment to manage Multiplex Living's corporate public relations and look at different publicity avenues we have been exploring with industry columns.

We hope you find the stories in this issue interesting and always welcome any feedback you may have.

If you no longer wish to receive our newsletter, please email karen@prpartnership.com.au



Living Appointment

theprpartnership has been appointed to manage the corporate public relations for Multiplex Living.

Multiplex Living is the residential development division of Brookfield Multiplex and has a portfolio of projects in New South Wales, Western Australia and Queensland.

theprpartnership is managing a strategic media relations campaign to ensure Multiplex Living's prominence within target media. theprpartnership has secured profile style coverage in publications such as *The Australian* and *The Sydney Morning Herald - Domain* with further coverage expected in *Business Review Weekly* and other magazines.

Submitting for Success

theprpartnership has recently drafted submissions for two awards for Brookfield Multiplex's One Shelley Street project.

The One Shelley Street building has become an iconic landmark in Sydney's skyline both for its innovative design and commitment to sustainability. The building was only the third in Sydney's CBD to be awarded the 6 Star Green Star Rating by the Green Building Council of Australia.

One Shelley Street has been entered into the Estate Master Property Development Award and the Dexus Property Group Environmental Development Award at the Australian Property Industry awards. Winners will be announced on 7 August at Kiparra Day at the Hilton Hotel, Sydney.

theprpartnership was responsible for drafting both award submissions including researching and collating all relevant information to meet specific criteria.



Swing into Charity Ball

The upcoming Property Industry Foundation (PIF)'s Annual Charity Ball has an exciting 1930's inspired theme.

The Charity Ball, sponsored by St Hilliers, will be held in Sydney on Friday 4 September and hopes to raise over \$100,000 for the Young Womens Christian Association's "Taking Control" program, benefitting over 300 young people.

The ball will be reminiscent of a New York Jazz Cabaret Club with elements of Big Band Swing, jazz musicians, elegant evening gowns and endless martini cocktails.

As part of our ongoing pro-bono work for PIF, theprpartnership managed the recent announcement of the event, with coverage expected in national and metropolitan newspapers as well as property and construction magazines.

Tickets for the Charity Ball can be purchased through PIF's website www.pif.com.au or Foundation Office (02) 9241 6000.

Columns Lay Foundation For Future



With much uncertainty surrounding the current financial market, magazines are seeking comment from industry experts on what lies ahead for the finance and property sectors.

theprpartnership has been working closely with our clients and journalists to lend industry expertise to the magazines.

Recently Gleeds has commented on the end of the financial crisis and what it will bring for the construction industry in Australian National Construction Review and Multiplex Living has discussed the upside of a market downturn, reviewing the opportunities for residential developers in a poor economy. TDA Interiors will discuss Rent Cycles and how they adapt to a changing economy in Property Australia.

Brookfield Multiplex has also lent its voice to sustainability in a column for ANCR regarding innovative design ideas for sustainability.

theprpartnership developed ideas for the columns, liaised with journalists regarding placement and drafted the columns.